

JAMES O'CONNOR



CREATIVE DIRECTOR

PROFILE

I am the Creative Director at AOS. I work with brands to find and package their story for sharing in social and traditional media. I lead my team in curating and transforming content into campaigns to meet the marketing needs of diverse sectors including government, ICT, finance, entertainment, sports and tourism throughout the Caribbean region. I have over 15 years experience in Advertising and Digital Media. *Watch my showreel:* <http://theartofstorytelling.com/jamesoconnor>

EXPERIENCE

CREATIVE DIRECTOR, THE ART OF STORYTELLING. 2013 - PRESENT

AOS is built around a TV studio featuring a 24ft wide green screen, sound room, 4K capture, underwater equipment and a 5-seat editing facility, the company was conceived and built by me. I currently act as Creative Director and Director of Photography. I also consult with brands, businesses and state agencies to create communications strategies centered around a brand's narrative. I am ultimately responsible for the quality, direction and most technical aspects of the studio's work in Branded Content through to Campaign Management.

DIRECTOR, GOVERNMENT INFORMATION SERVICES LTD. APRIL - SEPT 2013

The state-owned channel's mandate is to Inform, Educate and Inspire. As a board member I helped make strategic decisions on a range of issues including the effectiveness of State messaging and the digitization of the national archives.

OWNER / DIRECTOR OF PHOTOGRAPHY, JTOGRAPHY LTD. 2006 - 2013

For over a decade jtography ltd. was the first choice for all critical event coverage at high profile events and national milestones. I managed a team of 12 photographers on behalf of the Commonwealth Secretariat for the Heads of Government Meeting in 2010. I was also responsible for the official "group photograph" of the Heads of State, including Her Majesty Queen Elizabeth II. As lead photographer at the studio, I photographed assignments in fashion, tourism and the energy sector. I still enjoy high-profile or technically challenging photography assignments.

OWNER, CEO, EVENT WEST INDES LTD. 2002-2006

I built and managed this Web Development Company with a staff of four and helped bring many local and regional businesses online for the very first time. I sold the business to our competitors when I saw what social media would eventually do for small/medium enterprises in the region

ASSISTANT MARKETING MANAGER, COURTS (TRINIDAD) LTD. 1998 - 2002

I started out as a Graphic Artist for this multinational retail giant. I then led a team to set up an in-house photography set for their furniture and electronics catalogue. It was the first in the country and resulted in considerable cost savings, flexibility and speed marketing collateral. I oversaw all aspects of TV, radio and print production from concept through photography, layout, printing and distribution via national media and postal service.

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SKILLS

I have advanced practical knowledge and understanding of photography, film, branded entertainment, advertising, film and music production, digital media, social media, digital asset management, database development, web-development and many of the industry standard applications used in post production including Adobe's Creative Cloud apps. I am an excellent communicator/presenter and have trained and mentored many young creatives. I have created campaigns for social change on a national scale. I'm currently enrolled at Hootsuite to bring my social media skills up to scratch.

EDUCATION / TRAINING

ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE, ENGLAND. BA HONS SOCIOLOGY (1998)

I studied social theory, crime, education. In my first year I focused solely on communications.

TROPICAL BASIC OFFSHORE SAFETY INDUCTION AND EMERGENCY TRAINING (2015)

This certification permits me to work off-shore in the oil and gas sector. It includes helicopter and sea survival safety training.

REFERENCES

Russ Jarman Price

Former Group Creative Partner, Ogilvy & Mather, UK.
russ@jarmanprice.com

Roxanne Pantin

Owner / Director iCreate Events Ltd., Trinidad.
roxanne@icreateeventstt.com

Lee Johnson

Former Executive Vice President at McCann-Erickson, NY.
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Racquel Moses

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Julie Harris

Strategic Planning Director, Lonsdale Saatchi and Saatchi, Trinidad.
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INTERESTS

I am an accomplished guitarist and drummer. I stay fit by surfing, skateboarding and exploring forests and reefs with my wife and kids. I enjoy teaching them the value of sustainable living. I project managed the building of my home using sustainable and reclaimed timber.